

Message Text

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PAGE 01 OTTAWA 00003 041931Z
ACTION EUR-12

INFO OCT-01 IO-13 ISO-00 AID-05 CIAE-00 COME-00 EB-07
FRB-01 INR-07 NSAE-00 USIA-15 TRSE-00 XMB-04 OPIC-06
SP-02 CIEP-02 LAB-04 SIL-01 OMB-01 CCO-00 OTPE-00
FCC-02 OC-06 BIB-01 STR-04 /094 W
-----041946Z 070432 /44

R 041837Z JAN 77
FM AMEMBASSY OTTAWA
TO SECSTATE WASHDC 2028
INFO USMISSION GENEVA
USDEL MTN GENEVA

UNCLAS OTTAWA 0003

E.O. 11652: N/A
TAGS: ETRD, ETEL, CA
SUBJECT: GOC ANNOUNCES FIVE-YEAR PLAN TO AID TELEVISION
MANUFACTURERS

1. IN A DECEMBER 31 NEWS RELEASE, MINISTER OF INDUSTRY, TRADE
AND COMMERCE (ITC) ANNOUNCED A FIVE-YEAR, THREE-PART PROGRAM TO
HELP CANADIAN TELEVISION MANUFACTURING INDUSTRY ACHIEVE COST
REDUCTIONS THROUGH RATIONALIZATION OF PRODUCTION. MEASURES
INCLUDE (A) TELEVISION RECEIVER MANUFACTURERS WILL BE ELIGIBLE
FOR REMISSION OF DUTY ON IMPORTED RECEIVERS FROM JANUARY 1, 1977
TO DECEMBER 31, 1981; (B) MAINTENANCE OF CURRENT 15 PERCENT
TARIFF ON IMPORTED TELEVISION RECEIVERS FOR YEARS 1977 TO 1981
INCLUSIVE; AND (C) WITHDRAWAL OF GENERAL PREFERENTIAL TARIFF
(GPT) AND BRITISH PREFERENTIAL TARIFF (BPT) FOR COLOR TELEVISION
RECEIVERS WITH 16-INCH SCREEN SIZE AND LARGER FOR YEARS 1977
TO 1979 INCLUSIVE.

2. TEXT OF ANNOUNCEMENT FOLLOWS.

QUOTE: OTTAWA, DECEMBER 31, 1976 -- THE HONOURABLE JEAN CHRETEN,
MINISTER OF INDUSTRY, TRADE AND COMMERCE, TODAY ANNOUNCED A
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FIVE-YEAR PROGRAM TO HELP THE CANADIAN TELEVISION MANUFACTURING
INDUSTRY ACHIEVE COST REDUCTIONS THROUGH RATIONALIZATION OF
PRODUCTION.

THE THREE MEASURES INVOLVED IN THE PROGRAM INCLUDE:

1. TELEVISION RECEIVER MANUFACTURERS WILL BE ELIGIBLE FOR

REMISSION OF DUTY ON IMPORTED RECEIVERS FROM JANUARY 1, 1977 TO DECEMBER 31, 1981. THE AMOUNT OF THIS REMISSION WOULD DEPEND ON THE MANUFACTURERS' RATIO OF VALUE OF PRODUCTION IN CANADA TO VALUE OF SALES IN CANADA. CREDIT TOWARDS DUTY REMISSION MAY ALSO BE GIVEN UPON DEVELOPMENT, BY A MANUFACTURER, OF A VIABLE BUSINESS PLAN WHICH WOULD RESULT IN THE MANUFACTURE OF NEW PRODUCTS IN CANADA.

2. THE MAINTENANCE OF THE CURRENT 15 PER CENT TARIFF ON IMPORTED TELEVISION RECEIVERS FOR THE YEARS 1977 TO 1981 INCLUSIVE.

3. THE WITHDRAWAL OF THE GENERAL PREFERENTIAL TARIFF (GPT) AND BRITISH PREFERENTIAL TARIFF (BPT) FOR COLOUR TELEVISION RECEIVERS WITH 16-INCH SCREEN SIZE AND LARGER FOR THE YEARS 1977 TO 1979 INCLUSIVE.

MR. CHRETIEN SAID THAT THE PROGRAM WAS SPECIFICALLY DESIGNED TO PROVIDE AN OPPORTUNITY FOR THE TELEVISION MANUFACTURING INDUSTRY TO ADAPT AND TO RESTRUCTURE IN THE LIGHT OF CURRENT CIRCUMSTANCES OF THE MARKET. THE TOTAL CANADIAN MARKET FOR COLOUR TELEVISION RECEIVERS PEAKED AT 931,000 UNITS PER YEAR IN 1973. IT IS EXPECTED TO BOTTOM OUT AT 800,000 UNITS PER YEAR AND THEN GROW AT A RATE OF ABOUT SIX PER CENT PER YEAR.

THE 10 CANADIAN MANUFACTURERS SUPPLY ABOUT 56 PER CENT (BY VALUE OF SALES) OF THE CANADIAN DOMESTIC MARKET, WITH SOME 50 PER CENT CANADIAN CONTENT. THE UNITED STATES AND JAPAN SUPPLY MOST OF THE IMPORTS IN COLOUR TELEVISION WHILE IMPORTS FROM TAIWAN, SINGAPORE AND KOREA HAVE BEEN MORE SIGNIFICANT IN LOWER-COST

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THE MINISTER SAID THE RATIONALIZATION PLAN WAS ADOPTED AFTER THOROUGH CONSULTATION WITH THE INDUSTRY AND THE PROVINCES OF ONTARIO AND QUEBEC, WHERE MAJOR TELEVISION MANUFACTURERS ARE LOCATED. UNQUOTE.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: INDUSTRY, TRADE, FIVE YEAR PLAN, TELEVISION EQUIPMENT, NEGOTIATIONS
Control Number: n/a
Copy: SINGLE
Sent Date: 04-Jan-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977OTTAWA00003
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770003-0614
Format: TEL
From: OTTAWA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770182/aaaactor.tel
Line Count: 104
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 7d075ddd-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 05-Nov-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3667334
Secure: OPEN
Status: NATIVE
Subject: GOC ANNOUNCES FIVE-YEAR PLAN TO AID TELEVISION MANUFACTURERS
TAGS: ETRD, ETEL, CA, ITC
To: STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/7d075ddd-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009